

ABSTRACT

[0082] A method and apparatus for ordering products using an editorial content provider. The editorial content is displayed to the user preferably as an electronic magazine.

5 The electronic magazine includes magazine page numbers and navigation controls that enable a user to browse the electronic magazine in a manner similar to a conventional paper magazine. The editorial content includes user selectable links to products identified in the editorial content. A user may select the user selectable link and be presented with a product purchase page associated with the product identified in the editorial content. The product purchase page enables the user to place an order for the product. A third-party product
10 supplier may present the product purchase page.